

Rep Order# 6848078 Ver# 1 Status New Traffic Order# Printed: 08/30/2012 8:36 PM 1 of 2

EC'd Yes Last Received: 08/29/2012 2:05 PM

Showing Buylines: All Lines

Station WVTB-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 692 Agency C/P1/P2/E 11/27/692
Buyer Stephanie Maroney Flight Dates 10/02/2012 - 10/08/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

--- CONTRACT COMMENT ---

CLIENT: AMERICAN CROSSROADS SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$3550
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	10A-11A	MILLIONAIRE	:30	\$100.00	10/02-10/02	1	1	1	\$100.00	
	2	W	10A-11A	MILLIONAIRE	:30	\$100.00	10/03-10/03	1	1	1	\$100.00	
	3	TH	10A-11A	MILLIONAIRE	:30	\$100.00	10/04-10/04	1	1	1	\$100.00	
	4	F	10A-11A	MILLIONAIRE	:30	\$100.00	10/05-10/05	1	1	1	\$100.00	
	5	M	10A-11A	MILLIONAIRE	:30	\$100.00	10/08-10/08	1	1	1	\$100.00	
	6	TU	10P-1045P	LATE NEWS	:30	\$1,200.00	10/02-10/02	1	1	1	\$1,200.00	
	10	M	10P-1045P	LATE NEWS	:30	\$1,200.00	10/08-10/08	1	1	1	\$1,200.00	
	11	TU	1045P-11P	SPORTSWEAP	:30	\$500.00	10/02-10/02	1	1	1	\$500.00	
	15	SU	10A-11A	FOX NEWS SUNDAY	:30	\$150.00	10/07-10/07	1	1	1	\$150.00	

---REPORT TOTALS---

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Station	WVBT-TV NORFOLK, VA.	Agency	() CROSSROADS MEDIA	Rep Firm	
Advertiser	() AMERICAN CROSSROADS		66 CANAL CENTER PLAZA, SUITE 555	Sales Office	() PHILADELPHIA
Product	American Crossroads		ALEXANDRIA, VA 22314	Salesperson	() ANJIE BRADY
Estimate#	692	Agency C/P1/P2/E	11/27/692	Salesperson Phone#	215-567-6005
Buyer	Stephanie Maroney	Flight Dates	10/02/2012 - 10/08/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					

Report Totals: 9 / \$3,550.00

---SALES MONTHLY TOTALS---

Oct 12: 9 / \$3,550.00
Sales Totals: 9 / \$3,550.00
Station Totals: 9 / \$3,550.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$27,308	CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 0%	WVBT 13%	WVEC 23%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE